



Euromonitor  
International

# HW Staple Foods in Chile

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Chileans show greater consideration for the wider impact of their purchasing behaviour

INDUSTRY PERFORMANCE

Brands respond to growing demand for healthier and more sustainable staple foods  
Gluten free staple foods face obstacles to growth  
Despite new legislation demand for vegetarian products continues to grow

WHAT'S NEXT

Consumers expected to demand healthier and more sustainable staple foods  
Government support will be needed to drive stronger growth in gluten free claims  
More consumers expected to ditch animal-derived products

CATEGORY DATA

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Health and Wellness in Chile - Industry Overview

EXECUTIVE SUMMARY

Players responding to the increasing demand for healthier food and beverages

INDUSTRY PERFORMANCE

Increasing health awareness and rising obesity levels dictating market trends  
Interest in plant-based diets on the rise

WHAT'S NEXT

Consumers demand more for their money as health and ethical considerations develop

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